15. (Amended) The method of claim 13, further comprising the step of:

responsive to the <u>causing</u> printing step, updating the user profile.

Please add new claims 54 – 76 as follows:

54.   (New) A method in a server for printing a document, comprising the steps of:

storing a print schedule in the server;

monitoring the print schedule to determine whether a document is to be printed;

generating the document in a digital form to be printed; and

transmitting the document in the digital form to a client device for printing without user intervention.

55.   (New) The method of claim 54, further comprising the step of storing a user profile.

56.   (New) The method of claim 54, further comprising the step of determining whether the document has been successfully printed by the client device.

57.   (New) The method of claim 54, further comprising the step of generating a coupon for a print consumable based upon a total number of documents transmitted to the client device for printing.

58.   (New) The method of claim 54, further comprising the steps of:

storing a user profile in the server that tracks a number of documents transmitted to the client device; and

examining the user profile to determine whether a product subsidy is to be provided to a user corresponding to the user profile.

59.   (New) The method of claim 54, further comprising the steps of:

receiving a request for an indication of a current version of a print module from the client device; and

transmitting a reply to the client device indicating the current version of the print module.

60. (New) The method of claim 56, further comprising the steps of:

storing a user profile in the server that tracks a number of the documents successfully printed by the client device; and

examining the user profile to determine whether a product subsidy is to be provided to a user corresponding to the user profile.

61. (New) The method of claim 60, further comprising the step of generating a request that a subsidy be provided to the user based upon the number of the documents successfully printed by the client device.

62. (New) The method of claim 56, wherein the step of determining whether the document has been successfully printed by the client device further comprises the step of receiving a message from the client device indicating that the document has successfully printed.

63. (New) A method in a client device for printing a document, comprising the steps of:

receiving a document in digital form from a server for printing; and

automatically printing the document without user intervention.

64. (New) The method of claim 63, further comprising the steps of:

generating a process error when the document fails to print successfully; and

transmitting a message to the server indicating that the document failed to print properly.

65. (New) The method of claim 63, further comprising the steps of:

generating a request to the server for an indication of a current version of a print module maintained in the client device;

receiving a reply from the server indicating the current version of the print module; and

determining whether an update of the print module in the client device is necessary by comparing a indication of a version of the print module stored in the client device with the indication of the current version received from the server.

66. (New) The method of claim 63, further comprising the steps of:

requesting a download of a current version of the print module from the server; and

receiving the current version of the print module from the server.

67.   (New) A method in a client device for printing a document, comprising the steps of:

storing a print schedule in the client device;

monitoring the print schedule to determine whether a document is to be printed;

generating a document request for the document and transmitting the request to a server;

receiving the document in a digital form from the server; and

automatically printing the document without user intervention.

68.   (New) The method of claim 67, further comprising the steps of:

storing a user profile in the client device that tracks a number of documents automatically printed by the client device; and

examining the user profile to determine whether a product subsidy is to be provided to a user corresponding to the user profile.

69.   (New) The method of claim 67, further comprising the steps of:

generating a process error when the document fails to print successfully; and

transmitting a message to the server indicating that the document failed to print properly.

70.   (New) The method of claim 67, further comprising the steps of:

generating a request to the server for an indication of a current version of a print module maintained in the client device;

receiving a reply from the server indicating the current version of the print module; and

determining whether an update of the print module in the client device is necessary by comparing a indication of a version of the print module stored in the client device with the indication of the current version received from the server.

71.   (New) The method of claim 67, further comprising the steps of:

requesting a download of a current version of the print module from the server; and

receiving the current version of the print module from the server.

72.   (New) An apparatus for printing a document on a printing device, comprising:

a document server operatively coupled to the printing device;

a user profile stored on the document server;

advertising content, personalized based on the user profile, adapted to be included into the document;

a print schedule, operatively coupled to the printing device, that monitors when the document should be printed by the printing device;

the document server automatically transmitting, without user intervention, the document to the printing device, responsive to an indication from the print schedule to cause the printing device to automatically print the document and include advertising content, without user intervention.

73.   (New) The apparatus of claim 72, further comprising:

a network operatively coupled between the document server and the printing device.

74.   (New) The apparatus of claim 72, wherein the user profile further comprises:

an indication that the document was printed by the printing device.

75.   The apparatus of claim 74, wherein the user profile further comprises:

an indication that the document contained an advertisement.

76.   An apparatus for printing a document on a printing device having an associated user profile, comprising:

a print schedule, operatively coupled to the printing device, that monitors when the document should be printed by the printing device;

advertising content, personalized based on the user profile, adapted to be included into the document; and

a document server, to which the printing device is operatively coupled, that automatically transmits without user intervention, the document and included advertising content to the printing device and causes the printing device to automatically print the document, without user intervention, responsive to an indication from the print schedule.